

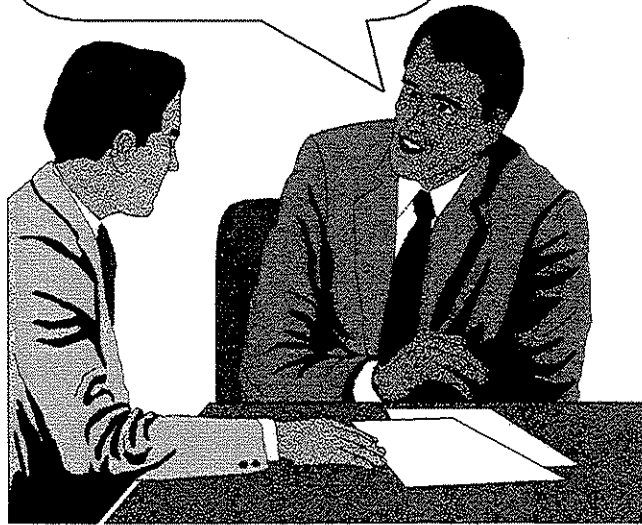
# **“Through the Eyes of the Customer”**

## **PROGRAM GOAL**

*The goal of this program is to provide Kansas Legal Services' employees with the knowledge and ability to:*

**Manage the experiences of their customers in a way that builds customer loyalty.**

“As a Kansas Legal Services customer, what I like most is that they keep the customer's perspective in mind when they do business.”



**Customers who have a positive experience will tell 3 to 5 other people about their experience, while customers who have negative experiences tell 9-10 people. A particularly ticked-off customer may tell as many as 20!**

**Participant Name:** \_\_\_\_\_

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